
S&P TEST

SWOT & PESTLE.com

L'ORÉAL SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email support@swotandpestle.com.

Company Name : L'Oréal

Company Sector : FMCG, Personal Care

Operating Geography : Europe, France, Global

About the Company : L'Oréal, founded in 1909, is a French cosmetics company, with a varied portfolio, catering to different segments of the market. The Company is headquartered in Clichy, Hauts-de-Seine with a registered office in Paris and has over 88,000 employees as of January 2020.

L'Oréal's mission statement as per their annual report is to “Beauty for All - Offering all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety to satisfy all their desires and all their beauty needs in their infinite diversity.”

Revenue :

29.87 billion - FY ending 31st December 2019 (y-o-y growth of 10.91%)

26.93 billion - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for L'Oréal is given below:

Strengths	Weaknesses
1.Strong research & development 2.Universalisation \u2013 The Development Strategy 3.Quality and safety 4.Serves diverse markets & is a market leader	1.Multiple acquisitions 2.Dependence on supplier
Opportunities	Threats
1.New markets in Africa and Middle East 2.Travel retail 3.Products for fast growing BRIC country markets	1.Competition from both ends 2.Emergence of new business models 3.Recessionary trends and restrained consumer spending 4.Seasonal business

PESTLE Analysis :

The PESTLE Analysis for L'Oréal is given below:

Political	Economical
1.Consumers increasingly conscious of values and political affiliations of brands	1.Beauty and cosmetic industry immune to economic downturn 2.Rise of the middle class to spur growth in the cosmetics market
Social	Technological
1.Consumers becoming conscious about product formulations	1.Alignment with digital innovation 2.Focus on research and innovation to drive competitive edge and maintain leadership position
Legal	Environmental
1.Regulatory and consumer pressure on sustainable supply chains	1.Promoting sustainable innovation in product formulations 2.Environmental and sustainability management initiatives

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **L'Oréal** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com